ABSTRACT OF THE DISCLOSURE

A video game apparatus includes a CPU, and the CPU generates a game screen when a player character is moved while a game is being played. In addition, the CPU executes a sound control process of a sound produced by a sound object displayed on the game screen. That is, the CPU, when a plurality of the sound objects of the same kind exist on the game screen, calculates sound volume data of the sounds produced by the respective sound objects, and divides the calculated sound volume data into components of right sound volume data, left sound volume data, and surround sound volume data. Furthermore, out of the respective components regarding all the sound objects, maximum components are extracted, and localization data and the sound volume data of the sound to be output are calculated. Based on the calculated localization data and the sound volume data, the sound of the sound object is output.